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Premier-
best early

ALLEN'S Book BERRIES

The W.F. ALLEN CO.
SALISBURY, M.D.

1928



Chesapeake-
best late



The Fruits of Allen's plants.

TO OUR many friends and customers and prospective customers, we extend greetings and best wishes for 1928. We hope this year will bring happiness and prosperity to all of you. At the one place where we might have some little part in bringing about that happiness and prosperity, namely, in supplying strawberry plants for your farm or garden, we pledge you our best efforts.

We have grown for the spring of 1928 one of the finest and most complete crops of plants of all varieties that we have ever had. And we promise that we will spare neither time nor effort in getting your orders shipped promptly when you want them, with true-to-name plants that will be all you can desire in root system, cleaning, grading, bunching, packing and all the other things which make for your success in growing strawberries.

You will find the information given in this book dependable. We claim no sudden fortunes for strawberry growers. But we do believe there are fairly sure, fairly large profits for the grower who selects the right varieties, gets good plants to start with and grows them properly.

The variety descriptions also you can depend on. No matter how large our stock, we make no great claims for a variety unless it has proved itself. (For example see Red Gold, page 20). We want to sell plants not only this year, but in the years to come also. And we believe if we can get the confidence of berry growers and make them realize that our catalog statements as well as our plants are thoroughly dependable, we can get their orders year after year. Our old customers have demonstrated to us that they appreciate this policy. If you have not used our plants before, won't you try them this year? An order sheet and return envelope is enclosed for your answer.

Does It Pay To Set Plants From Your Own Fruiting Bed?

Consider:

1. The trouble and expense of digging and cleaning your own plants, especially where you are inexperienced at this kind of work and the soil is heavy and hard.
2. The money you would receive for the berries produced by the plants you dig, including the second crop where they are kept over.
3. The invigorating effects that often come from a change of soil and climate.
4. The convenience of having plants right at hand when you want them.
5. The other things you might do in the rush of spring work during the time it takes to dig the plants.
6. That you can set our plants (in the North) before (or while) digging your own and thus get more of the beneficial results of early setting.
7. The fact that plants well cleaned, with evenly bunched, straightened roots makes setting easier, quicker and better.

MR. A. W. FRIZZELL, of Baltimore County, Md., says: "My plants are doing fine. It has been so wet that we could scarcely get ground ready, but as I am an old experienced hand at the work, I know how to manage those items. I am going to show these folks (my neighbors) how to grow fine berries, just with this 500 plants. It don't pay to take your own plants, far better to take Allen's plants."

MR. A. E. SHARP, of Kent County, Del., says that in 1925 he dug and set out 3,500 of his own Premier plants, and in 1926, judging by what the rest of his patch did, he lost \$32.29 over and above what that quantity of our plants would have cost him, besides the work of digging and getting the plants ready to set.

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Profit By Experience

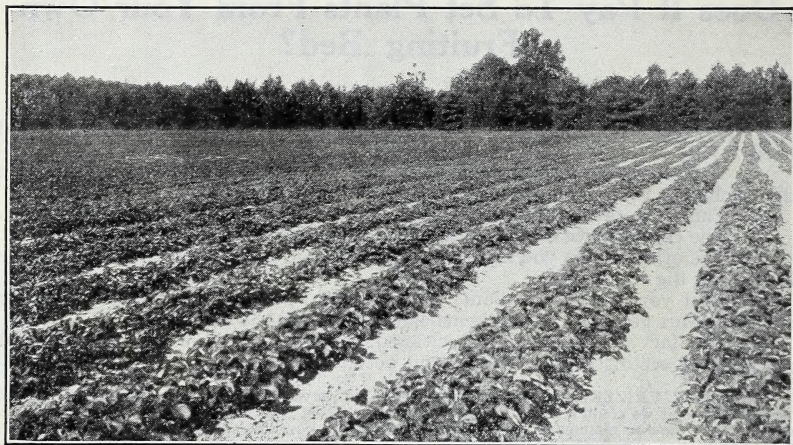
The experience of those who have tried our plants and found them dependable should be of value to you. Throughout this Book you will find letters from our customers who have been getting results with Allen's Plants. We did not ask for these letters. They are spontaneous expressions of Good Will from well satisfied berry growers. Notice especially on page 15 copies of purchase records of several of our customers which are typical of thousands in our files. The letters which we receive and the orders that help make up purchase records like those mentioned, make us feel good. Won't you let us prove to you that this praise is well deserved?

WE TRY TO MAKE THE CATALOG INTERESTING AND THE INFORMATION DEPENDABLE

Bibb Co., Ga., Feb. 7, 1927.

It is always a pleasure to read your catalogue, whether I buy plants or not. I enclose a small order. You are at liberty to substitute for Big Joe and Progressive, if you think other varieties better suited to middle Georgia.

WALLACE MILLER.



Profitable crops from plants like these.

Profit From Growing Strawberries

It would be foolish for us to state positively that you can make \$300 or \$600 or \$900 per acre growing strawberries. But we can state, based on reports of our customers and our own experience, that there is a good chance for \$300 to \$600 per acre profit and a possibility of considerably more if conditions are favorable. Generally speaking, the profit per acre is lower where more than five acres are handled than where a grower has a small, well cared for field on good land, say $\frac{1}{4}$ acre up to 4 or 5 acres.

We have no special "Allen way" which we claim to be better than any other to get the greatest profit out of growing strawberries. Our recommendations consist only in ordinary common sense methods which any grower might largely work out for himself with a few years' experience. Briefly, we believe strawberry growing profits can be increased or maintained at a fairly high level by consistently following a few simple directions.

- a. Select a good piece of land, fertile or well manured, and prepare the soil thoroughly.
- b. Select varieties that will give big yields of large, high quality, handsome berries. (See page 17).
- c. Be sure to get good, true-to-name plants of those varieties. (See page 12).
- d. Set the plants carefully and early. Early setting is just about as important as careful setting.
- e. Give the plants good cultivation and fertilizer if needed.
- f. Pay close attention to harvesting and marketing so that greatest returns can be secured.

We can supply you good, true-to-name plants of the right varieties, and we have tried to give some dependable information about growing them on pages 8 to 12.

Broome County, N. Y., Jan. 15, 1927. From the 10,000 plants I bought of you in the spring of 1925, I sold 116 bushels, the lowest price being \$7.00 per bushel and the highest being \$9.50. We had some berries that averaged 20 berries to the quart basket. In all, we picked 121 bushels. Some crop.—W. B. KEATOR.

Berry Growers Who Are Using Our Plants

Monroe County, W. Va., Feb. 9, 1927. Please find enclosed check for \$27.50. I am very glad I have the chance to order plants from you again this year. Last year, I got over 100 bushels of fruit from 2,500 plants, but the drought cut me short. I am very proud of the plants.—W. E. FIELDS.

Maury County, Tenn., May 12, 1927. Please send me about three of your 1927 catalogues, as I have several friends who are interested in your plants. My father was a customer of yours for several years and I, at present, am marketing some of the finest berries ever seen in this section, grown from your plants. I have only a small patch, but have sold all at a premium on the local market and have been unable to fill orders. Kindly forward catalogues as soon as possible.—LESTER IRWIN.

Fairfield County, Conn., April 12, 1927. Enclosed you will find an order for Big Joe plants. I would like to say that the plants which I bought from you two years ago this spring gave the finest crop of berries I have ever seen. I had 500 each of Premier and Chesapeake and they yielded over 900 quarts of fine fruit.—L. N. WHITNEY.

Marion County, Ind., Feb. 11, 1927. Please find enclosed order for 1,000 Chesapeake strawberry plants, as I have decided to try them for a late berry, for the Premier is my best early and mid-season berry. The year 1926 was the best berry season I have ever experienced. There were no late frosts to kill the first bloom, sufficient rain to bring the whole crop to maturity and cool enough that all berries were picked. From one patch of $1\frac{1}{2}$ acres, we picked 450 crates of 24 quarts each, or 300 crates per acre. The patch was two years old, and the finest berries I have ever grown.—MARION W. ALLEN.

Rockland County, N. Y., July 4, 1927. Last year, I purchased 1,000 Premier strawberry plants from you and I must say they have surely borne their share of fruit. To date, I have picked 1,500 quarts and there is still a good 100 quarts on the vines and they are big berries to the last. All these berries were sold right on the place for 20 cents a quart wholesale. We had a very cold spring with snow, rain and freezing right up until the beginning of May, but I did not lose a plant. The peddlers came to me for berries from villages 10 and 12 miles away. They told me I had the finest berries they have seen in years. Thank you for your wonderful plants.—MRS. W. G. KAUFMANN.

Rockland County, N. Y., Aug. 5, 1927. Just a few lines regarding those wonderful plants we received from you. We planted 1,000 Premier strawberry plants on a plot of ground 75 x 75, or a fraction over one-eighth acre, and picked 1,626 quarts of berries. 1,476 quarts were sold at 20 cents and 150 quarts at 15 cents, or \$320.70. The picking cost $2\frac{1}{2}$ cents per quart, or \$41.65. The total expense for plants, planting, straw for winter covering, picking and baskets was \$86.50. This makes a grand net profit of \$236.50.

You are welcome to use this in your catalogue, and I am recommending every one that asks about plants to you. I am in the market for more plants in the spring and have several friends who are going to add their order to mine.—MRS. W. G. KAUFMANN.

Muskingum County, O., Feb. 12, 1927. Please send me your 1927 catalogue on strawberries. Your Premier and Cooper berries are the finest berries grown. The Cooper were the largest; 23 berries filled a quart basket good and full. We received 40c. per quart for them at first and 35c. for the last ones. The Premier brought from 25c. to 35c. per quart, same as Dr. Burrill. They were fine. We never had such a crop of berries. We picked berries for one month, every day. We surely had fine plants.—CHARLES W. FRICK.

Jefferson County, N. C., July 14, 1927. Just a few lines to praise you for the 500 Howard 17 and 500 Premier strawberry plants that I bought from you in the spring of 1926. We picked and sold 23 bushels besides what was used on the table and eaten in the patch. The berries began to ripen June 1st, and we picked our last half case July 12th. We had berries that measured $5\frac{1}{2}$ inches in circumference.

Whenever you get your new catalogue ready, please send me one as I want several thousand plants. I have an acre of plants now and want to set another acre next spring, and if nothing happens, I am planning on setting six acres of strawberries in 1929.

I thank you for the good and true-to-name plants that I received from you.—J. S. MILLER.

Lancaster County, Pa., June 21, 1927. Enclosed please find check for \$100.00 to pay for balance of strawberry plants. We are having a wonderfully good crop and I am realizing good prices for them on the Philadelphia market, making shipments daily. I also wish to mention that the plants I planted this spring are doing fine.

You may expect future orders from me, larger than any previous orders, if my plans carry out. Hoping to have many pleasant business dealings with you people, I remain.—CHARLES H. LUTZ.

Snyder County, Pa., Sept. 12, 1927. The spring of 1926 I ordered of you 3,000 Premier strawberry plants. This last spring we sold 142 32-quart crates of berries off these 3,000 plants, besides what was sold out of the patch in small lots. I had a few old strawberry men inspect this patch and they said they never saw anything like it. This next spring I expect to plant 9,000 of your plants, while I have plenty of my own plants, but I think it pays to order new plants at least every two years.—D. H. MARTIN.



Fine plants, well cleaned, easy to set.

14 Points About Growing Strawberries

1. Little money is needed to start.
2. Returns are quicker than from any other fruit crop.
3. Returns come earlier each season than any other fruit crop.
4. A second crop almost equal to the first can be had at very little additional expense.
5. Previous experience, tho desirable, is not necessary.
6. A comparatively large income can be obtained from a small acreage.
7. Labor conditions favor small grower.
8. Strawberries are an excellent crop where women help with or carry on the work.
9. Berry growing can be made a family business.
10. Unusual profits help keep boys and girls on the farm.
11. Any good garden soil will produce strawberries successfully.
12. Good strawberry patches help increase real estate values.
13. As an inter-crop between fruit trees or vines, strawberries excel.
14. The roadside market in many places has opened up a new outlet for fancy berries at good prices.

PLEASED WITH PLANTS AND RESULTS

Enclosed find money order for 200 strawberry plants to be sent by parcel post to Quitman, Georgia. I ordered from you last year, and was pleased with the plants and results.
 Brooks Co., Ga., Feb. 9, 1927.
 E. J. PEDRICK.

FEELS SAFE IN ORDERING ALLEN'S PLANTS. HE WON'T REGRET IT

Your letter of January 24th at hand, and will ask you to accept many thanks for the information on fertilizer for strawberries. You will find enclosed my order for 5,200 strawberry plants. I feel safe when I know my order is sent to Allen's for plants, as I have been ordering from you for several years and have never been disappointed yet. The plants ordered from you last spring look fine for a good crop of berries.
 Bedford Co., Tenn., Feb. 2, 1927.
 HUGH L. MOORE.



Fancy Big Joe berries bring good prices.

Don't Miss It

The joy of having plenty of delicious strawberries in your own garden. Grown-ups like them, young people like them, and the k'iddies think they're fine. Fresh, raw, cooked, preserved, in short cake, every old way. The money for the extra ones—that's handy too. And the gratitude of friends to whom you give a few.

CHESAPEAKE FINEST EVER IN GEORGIA

Douglas Co., Ga., Feb. 21, 1927.
My plants came all right and I think they were the finest I ever saw. I ordered them in March and kept them out on account of bad weather. The Chesapeake is the finest I ever saw.
MRS. KATE MAXWELL.

YOU WILL GET GOOD PLANTS WHENEVER YOU ORDER

Somerset Co., Maine, May 17, 1927.
Received my strawberry plants in good condition. I am well pleased with them and will send again next spring for plants. Thank you for your kind service.
MRS. F. E. HEALD.

STURDY DEPENDABLE QUALITY GIVES SATISFACTION

New Haven Co., Conn., Feb. 4, 1927.
I am enclosing my order, which I trust you will be able to ship about April 10th. Here I wish to say that your plants have always given us great satisfaction. We have used them for a number of years and they have always been of the same sturdy, dependable quality.
JOSEPH A. SMITH & SON.

ALLEN'S PLANTS DID FINE—HE WANTS MORE

Hartford Co., Conn., Feb. 8, 1927.
I had 4,000 plants two years ago, and they did fine, so now I am going to set a new bed.
A. H. PATTERSON.

NICEST, CLEANEST PLANTS EVER

Frederick Co., Md., May 15, 1927.
I received the berry plants O. K., and think they were the nicest, cleanest plants I have ever had, and would like to have more—50 Chesapeake, 50 Big Joe, and 50 Premier.
WM. M. EADER.



Chesapeake always sells well.

Where and How to Grow Strawberries

Selecting and Preparing the Land. No one should hesitate to set strawberry plants on account of climate or soil. They are grown successfully in semi-tropical Florida and as far north as Canada and Alaska.

They are grown successfully on light sandy types of soil and on heavy clay soil, altho, like most other crops, they respond very quickly to fertile, well drained soils that are full of humus and retentive of moisture.

If your neighbors or others in your locality can grow strawberries, you can too. But even if no one in your section does grow them, that is no reason why you should not attempt it. It may even be an added reason why you should, because it might leave a better market for your crop or surplus over what you need for home use.

In selecting a soil, keep in mind that any good garden soil will produce strawberries successfully. If planting a larger acreage, it is well to select a field that has been planted to some hoed crop such as potatoes, beans, cabbage, where the growth of grass and weeds has been kept down and not allowed to go to seed.

It is also well to remember that one of the most essential requirements for strawberries at fruiting time is plenty of moisture. Any soil that has had good

crops of cowpeas, clover, rye, or any other cover crop turned under will be full of humus and therefore more retentive of moisture, as well as looser and more easily worked in the case of heavier soils.

Sod land should be avoided if possible as the white grubs winter over in such land and cut off the young plants soon after they are set the following spring. If you have no other land available, plow the land in the fall, harrowing it during the winter and early spring as often as you can, and many of the grubs will be killed out.

The land selected should be plowed in early spring. If the field has been selected the preceding fall and rye planted, a heavy sod of rye plowed under in early spring will help, altho, of course, it is not necessary. After the ground is plowed in the spring it should be harrowed thoroughly. If stable manure is to be used (see manure and fertilizer below) we like it best spread broadcast on the land just after it is plowed. Then the land, either with or without the manure, should be disced thoroughly, and, if necessary, dragged to level it up so that a nice, soft, even planting bed is available.

Setting the Plants. Where commercial fertilizer is to be used under the plants (see below) rows should be run out three or four inches deep with a one-horse plow, the fertilizer drilled into these rows and thoroughly worked in. Then the soil should be thrown back into these furrows and again leveled off. Where considerable acreages are planted, a horse drawn transplanter such as is used for sweet potatoes, tomatoes, tobacco, etc., is often used. To do a good job this way, however, requires skill and experience, if the crowns of the plants are to be left at the proper level with the roots extending straight into the ground and not set on a slant oftentimes near the surface of the ground. A spade, trowel or dibble are the tools most often used in setting the plants. Where one of these is used, they are set down the prepared row with the roots of the plants spread out as much as possible and the bud of the plant just at the surface of the ground. It is also important to press the ground firmly against the roots and to see that enough dirt is filled in near the crown of the plant so that the top of the roots will not be left exposed. Where the fertilizer is not put under the plants, the rows can merely be laid off with a marker and the plants set by any of the methods suggested down the marked row instead of down the fertilized row.

Clipping the roots is not necessary nor helpful if you can get the roots of the plants in the soil without being doubled up. It is better, however, to clip the roots somewhat than to have them doubled up in the ground. Where a horse-drawn transplanter is used, it is probably better to clip the roots any way to expedite handling the plants, unless they are very small.

GOOD ROOT SYSTEM

I received my strawberry plants today, and have them set out. If I am any judge of good plants, they are fine, as they have such a good root system.
Nolan Co., Texas, Feb. 2, 1927.
G. K. CORLEY.

IN FINE SHAPE TO OREGON

It's a long ways from the Atlantic to the Pacific, but those Chesapeake strawberry plants have arrived in fine shape. They are planted and covered with hay. Many thanks.
Lincoln Co., Ore., Dec. 13, 1926.
JOHN STEIGER.

STRONG PLANTS IN GOOD CONDITION

I received your plants May 4th in very good condition. They seem like very strong plants, and I thank you for good and prompt service.
Windham Co., Conn., May 6, 1927.
MANNING ANDERSON.

10,000 MILES IN PERFECT ORDER

Please send me your Berry Book at earliest convenience. I received a few thousand Big Joe and Premier from you last season, which arrived in perfect order and were, in my opinion, a credit to you, considering they had travelled about 10,000 miles before we received them. I will be sending in another order at a later date.
Woolston, Christchurch, New Zealand.
ROBERT LLOYD.

TIME TO PLANT

Early Spring is the logical, natural, most successful and satisfactory time to set Strawberry plants. So don't neglect setting some plants this Spring, thinking you can make it up by early Fall planting. It can't be done.

How early? Just as soon as weather permits getting ground ready. In the South, February and March and early April. In the Middle States, March and April. In the Northern States, April.

Be sure to order early enough so that plants can be right at hand as soon as your ground is ready. Early setting pays big—the plants start quicker, grow better and make better beds than plants set late.

When a plant grower in the latitude of New York or Massachusetts can dig plants, berry growers in those sections should be setting their plants. This is a big advantage we can give growers in those latitudes. We can dig and ship plants earlier and have them right at hand for early planting.

Cultivation and Training. The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants which might have been planted too deep. If this is not done very early, these plants will not recover in time to amount to anything, even though they might live along all summer. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds.

We believe in the matted row system of training strawberries, and with this system the first runners from the plants should be encouraged to take root, forming from 10 to 20 or even more young plants from each plant set, paying some attention as the hoeing is done to see that the plants do not become crowded too thickly on the bed. There is usually not much trouble this way except with very vigorous growing varieties that naturally have small plants, as for instance, Senator Dunlap, McAlpin, Red Gold, Gandy, Klondyke, Missionary, and a few others. A matted row from 15 to 18 inches across is, in our opinion, most desirable for getting large crops of fancy berries. Of course, a wider bed is O. K. where the rows themselves are set more than 4 feet apart, and a narrower bed might be more desirable where the rows were only $3\frac{1}{2}$ feet apart.

If you desire to use the hill system, the plants should be set considerably closer together and all the runners kept off. We feel that the hill system, if used at all, should be only in cases where the ground available is very limited or perhaps with the Everbearing varieties.

Manure and Fertilizer. Barnyard manure spread broadcast on the land after it is plowed and thoroughly disced in is the best thing you can do to add fertility to the land and to get a better growth of strawberry plants and fruit. However, this is not necessary. Green manure crops and fertilizer will give very good results. We have had some remarkable results in plant growth from using a mixture composed of 1,500 lbs. dissolved bone and 500 lbs. of acid phosphate. The analysis of this mixture is 2.5-10.5-0. Use about 500 lbs. of this per acre in the drill before the plants are set, or along side of the plants and thoroughly work in with hoe or cultivator soon after setting the plants. Where applied in the drill it should be worked in thoroughly, going at least twice to each row with a horse and cultivator to mix it in. If applied broadcast, 1,000 lbs. per acre of this mixture thoroughly harrowed in before the plants are set can be used to advantage. Not more than 500 lbs. of this mixture per acre should be used in the drill. We have seen 1,000 lbs. per acre used in the drill with the result that a great many of the plants were killed by the fertilizer.

Wayne Co., N. Y., April 23, 1927.

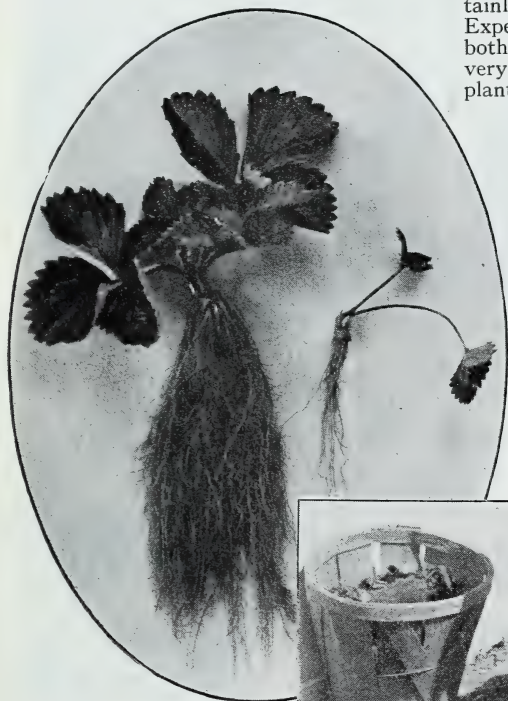
Received strawberry plants late today. Thanks.

L. H. MORSE.

As a top dressing to be used in late summer when the plant bed is almost made or in early spring just before growth starts, we recommend about 400 lbs. per acre of a mixture containing from 4% to 7% nitrogen, 5% to 10% phosphoric acid and little or no potash, certainly not more than 2% or 3%. Experimental work indicates that both phosphorus and nitrogen are very valuable in producing both plants and berries, but that potash is not.

It is not a general practice, but we are inclined to favor applying the fertilizer in late summer. At any rate, we have seen some very beneficial results in the way of making strong, heavy crowns for fruiting the following spring.

Except in very acid soil, lime should not be used for strawberries. An excess of lime in the soil is likely to have a very detrimental effect on the growth of the plants.



Two plants of the same variety. Some growers charge more for plants than others. There's a reason.

**PLANTS RECEIVED
PROMPTLY AND IN GOOD
SHAPE**

Richland Co., S. C.,
Mar. 9, 1927.

The strawberry plants arrived in good shape and we have planted two rows of each variety in our garden, and have about 75 left for a neighbor. I thank you very much for making selections for me, and for filling order so promptly. I am hoping for a few berries this season, and a good supply next year.

MISS MARY GUIGNARD.



Bedding or trenching in plants where impossible to set right away.

Henrico Co., Va., Mar. 16, 1927.—Plants arrived in good condition. Thanks.

MRS. GEO. W. McDANIEL.



A field of plants (taken September, 1927) which will be dug to fill many of our orders this Spring.

Good Plants and Their Value to You

Some Plain Facts

Above is a picture (taken in October, 1927) of one of our fields from which plants will be dug to fill your orders this spring. They are fine plants—healthy, vigorous, well rooted and true-to-name. They are the equal of any plants you will find anywhere—and greatly superior to many fields of plants less well grown and less vigorous.

However, it would be ridiculous for us to claim that these plants in themselves, inherently, and just because we grew them are, as they stand, better than those of any other plant grower whose fields might be equally vigorous and healthy.

The plants of **greatest value** to you are those which give you **best results**. We are going to tell you below why we honestly believe Allen's Plants will be of greatest value to you, regardless of the price you pay.

In the first place, they are obviously superior to plants from fields that are not vigorous and healthy as shown in the picture.

But, given a vigorous lot of plants in the field, they must be grown in the lighter sandy loam types of soil to give you the wonderful development of fibrous roots which our plants have. With plants grown on heavier soils, the roots cannot penetrate the earth and make the root system they do here, but even if they could, the plants would not be removed without breaking off many of the fibrous roots, the kind necessary to start plant growth. Any growers who have tried to dig plants from hard clay soil will know right off just what we are getting at. Allen's plants for fine roots.

Even if two fields of plants are equally vigorous, on the same kind of soil, **greater value** can be added or maintained by the way they are handled.

1. Plants that are true-to-name should be kept that way and not mixed by careless handling.

2. Plants should be kept fresh and moist while digging and handling—and not allow sun and wind to make them dry and withered.

3. They should be well cleaned and bunched evenly. Dead and decaying leaves tend to prevent plants from reaching you in good condition. And well

cleaned plants, bunched evenly, with roots straightened, make setting easier, quicker and better.

4. Plants should be **selected** and any weak, poorly rooted ones discarded. There should be full count of good plants.

5. Proper packing—with roots in layers of moist sphagnum moss and the tops to the outside of the crate, with bunches firm enough to prevent shaking around but not tight enough to cause heating. Plants should be packed to reach you in good growing condition—fresh and moist—but not rotten nor dried up.

6. Plants to be of greatest value should reach you when you want them and not after your best planting season has passed. Prompt shipment from freshly dug plants.

A falling down in any one of these things would detract from the value of the plants and an assurance that they are done properly maintains to the utmost their capacity for getting results.

It is on the dependable quality of our plants for producing results that we base our request for your orders.

Perhaps the fact that Mr. W. F. Allen and three sons own this business and are constantly and actively engaged in carrying it on, helps to maintain our dependable quality plants. That we are maintaining it is attested by our many free will testimonials, some of which are printed in this Book. Read them. Also notice on page 15 copies of purchase records (picked at random from our files) of some customers who believe in Allen's Plants.

Perfect and Imperfect Varieties. Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. In our price-list, perfect flowering varieties are followed by "per"—imperfect varieties by "imp."

Mulching. A mulch is applied for one or all of three reasons: First, to protect the plants from freezing and thawing of the soil in winter; second, to keep the soil cool and moist during the season when fruit is being produced; third, to keep the berries from being spattered with dirt by rain during fruiting season.

The mulch should be applied in the fall. In the spring when plants begin to start, this is raked to the center of the rows and there serves the purpose of retarding the growth of weeds and grass, keeping the ground loose and moist and the fruit clean. Use coarse manure, marsh grass, rye straw or similar material.

Distance to Plant. We recommend setting the plants in rows $3\frac{1}{2}$ feet to 4 feet apart, or even as much as $4\frac{1}{2}$ feet if the soil is very fertile. The plants should be set 15 to 24 inches apart in the row, depending on the varieties set, the width of the rows themselves and the fertility of the land. Free growing varieties like Dunlap, Missionary, Paul Jones, Klondyke and Aroma which make large numbers of plants should be set farther apart than varieties like Chesapeake, Cooper, New York and others that make larger plants, but not so many of them. When set in rows 3 feet 8 inches apart and spaced 18 to 20 inches apart in the row, it requires about 8,000 plants per acre.

IN PERFECT CONDITION

The 200 strawberry plants I ordered from you came by parcel post on the morning of March 18th, in perfect condition. We had the ground ready for them and planted them that same afternoon.

Mobile Co., Ala., Mar. 20, 1927.

JOHN BOWERS.

ONLY PLANTS THAT STOOD THE DROUGHT

I don't see how you can sell the Mastodon, true-to-name, so much cheaper than others do, but am hoping it will be so. The plants I ordered from you last year are the only ones I ordered that stood the drought we had.

Spartanburg Co., S. C., Feb. 19, 1927.

MRS. J. S. LOYLESS.

MORE THAN HE EXPECTED

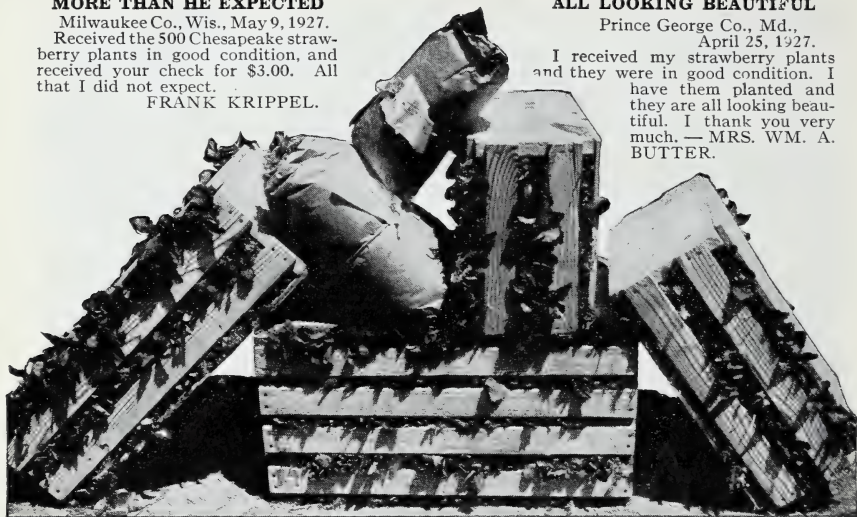
Milwaukee Co., Wis., May 9, 1927.
Received the 500 Chesapeake strawberry plants in good condition, and received your check for \$3.00. All that I did not expect.

FRANK KRIPPEL.

ALL LOOKING BEAUTIFUL

Prince George Co., Md.,
April 25, 1927.

I received my strawberry plants and they were in good condition. I have them planted and they are all looking beautiful. I thank you very much. — MRS. WM. A. BUTTER.



Good, true-to-name plants, packed to reach you ready to grow.

PREMIER DID SO WELL HE WANTS SOME MORE

Mercer Co., W. Va., Feb. 9, 1927.

I am sending you an order for 500 Premier strawberry plants, which I want shipped about April 4th. The Premier plants I ordered 3 years ago did so well I want some more this spring. Everybody that saw the berries said they were the finest they ever saw. I can always recommend Premier as the best strawberry to grow.

SUE WALTERS.

TO CALIFORNIA

Los Angeles Co., Cal., Mar. 4, 1927.

The strawberry plants came in good order and are fine. At present we have a lot of rain. Thank you for the nice plants.

PETER KAUFMANN.

GOOD COUNT, FINE PLANTS, PACKED TO SHIP WELL

San Diego Co., Cal., Mar. 9, 1927.

The 500 (and considerably more) Champion strawberry plants came O. K. last week. They were fine plants and stood the trip well. I got them out just before a nice little rain, so everything is flourishing. Thanks very much for the gift extras.

R. L. HUDSON.

SATISFACTION IN IDAHO

Canyon Co., Idaho, April 9, 1927.

Plants received. Sure fine plants.

ROYAL W. EDWARDS.

RESULTS INCREASINGLY SATISFACTORY

Benning, D. C., May 2, 1927.

The 2,500 strawberry plants I ordered from you recently came promptly to hand by parcel post, and, as with former plants received from you, excited the wonder of all by their fine size and condition and manner of packing. This is my third order of plants from you, with increasingly satisfactory results.

LINDSAY S. PERKINS.

VERY SATISFACTORY

Anacostia, D. C., April 7, 1927.

My plants were received on April 2nd, and were in good condition and very satisfactory.

J. E. MATTINGLY.

PURCHASE RECORDS

of a Few of Our Customers Picked at Random From
Our Files. Good Plants and Fair Dealing
Make Regular Customers.

Theo. W. Gangaware
Northampton County, Penna.

Year	Amt. Purchased.
1927	\$19.25
1926	15.00
1925	21.00
1924	20.50
1923	16.00
1922	25.00
1921	32.00
1920	34.00
1919	30.00
1918	18.00

G.L. Bridges
Buncombe County, N. Car.

Year	Amt Purchased
1927	\$12.00
1926	24.00
1925	12.00
1924	6.00

L.W. Purdum & Sons
Pittsylvania County, Va.

Year	Amt. Purchased
1927	\$116.00
1926	64.00
1924	14.00
1923	67.00
1922	39.50
1921	32.00
1918	10.30

Henry Schroeter,
St. Louis County, Mo.

Year	Amt. Purchased
1927	\$52.00
1926	55.00
1925	45.00
1924	27.00
1923	41.00
1922	29.60
1917	37.00

W. Harry Moore,
Anacostia, D.C.

Year	Amt Purchased
1927	\$7.62
1926	12.00
1925	12.59
1924	15.53
1923	12.47

Albert A. Carini
Hartford Co. Conn.

Year	Amt. Purchased
1927	\$112.50
1926	20.00
1925	48.00
1924	42.00
1923	60.00
1921	72.00

Jacob Alving
Hamilton County, Ohio.

Year	Amt. Purchased
1927	\$13.00
1926	16.00
1925	14.00
1924	10.50
1923	17.00
1922	26.00
1921	12.00
1920	26.00
1919	9.00
1918	38.50

Charles P. Morkey
York County, Penna.

Year	Amt. Purchased
1927	\$16.00
1926	16.00
1925	14.00
1923	28.00
1922	20.00
1921	22.00

Jacob T. Rinckel
Hamilton County, Ohio.

Year	Amt. Purchased
1927	\$40.00
1926	37.50
1925	46.00
1924	32.00
1923	60.00
1922	39.00
1920	8.00
1919	8.00
1918	5.50



Lupton, a fancy late shipping berry.

PLANTS PACKED TO PERFECTION

New Castle Co., Del., April 13, 1927.

I am pleased to state that my order of strawberry plants arrived in the best of condition, packed to perfection, and plants could not look better. Enclosed you will find check to cover the amount due you.—
JOSEPH N. GRAND-
HOMME.



Sen. Dunlap, still a favorite with many growers.

Best Varieties to Plant

Your success in growing strawberries will depend very largely on the varieties you select. You will find the variety descriptions in this Berry Book accurate and dependable. Some of the varieties we have given high praise. You will find it well merited. Other varieties which are good in many ways, but have some weaknesses, you will find described just as we have found them with their weaknesses mentioned. Our list of around 30 varieties has been selected from several hundred commercial varieties grown, and all our varieties are good. But we feel that there are several outstanding varieties that we can recommend so strongly that you need have no hesitation in making your selection.

For the man who wants great quantities of large, fancy berries, of fine appearance and quality for home market or nearby shipment, we unhesitatingly recommend Premier for early, Big Joe for midseason and Chesapeake, Wm. Belt, or Big Late for late. Read what we say of these varieties and get your order in early. You cannot go wrong with any of them.

Other varieties of proven worth, favorably known and grown by many good strawberry growers, are **Gibson, Sample, Haverland, Lupton, Gandy, Sen. Dunlap, Paul Jones and McAlpin.**

Burgess and Cooper are most promising among the newer varieties.

Klondyke, Missionary and Aroma are the great southern, long distance shipping berries. **Aroma** is a fine late variety, north or south.

Champion and Mastodon are the best Everbearers, **Champion** for the home, **Champion and Mastodon** commercially.

SATISFIED CUSTOMERS COME BACK

El Paso Co., Col., April 11, 1927.

I received my strawberry plants on April 7th. They were in splendid shape. They surely are very fine plants, and they are looking nice this evening as we had a nice rain today. I will remember The W. F. Allen Company when I want strawberries again.

MRS. LYMAN H. SPROUL.

WE AIM TO PLEASE

Essex Co., Mass., May 10, 1927.

Over a month ago I ordered from you 100 plants each of three varieties of your strawberries. They were duly and safely received in fine condition and everything about the handling of this small order was very satisfactory indeed.

WALTER G. MOREY.

HE WILL GET DEPENDABLE INFORMATION

Look up our description of Red Gold on page 20

Bristol Co., Mass., Aug. 13, 1927.

I received my berry plants in good condition. The Red Gold was set out the night I received them and they made an immense growth of runners. Will you tell me just what you think of this variety, as you must have fruited it this season? If it is O. K. I want to put out a bed this fall. Your plants are surely O. K. when treated properly. I would like to know how old a Chesapeake bed has got to be before it is in its prime. I set my first ones out nearly four years ago, and it grows better and better each year. They surely are a wonderful berry, and people whom you can reason with will pay 10c. a box more for them than other berries which look equally as good. I sold my first berries three years ago, and the same customers come each year from a nearby city to get them, which shows how good they are.

WALTER J. HATCH.

ALWAYS FINE SUCCESS WITH ALLEN'S DEPENDABLE PLANTS

Essex Co., Mass., May 15, 1927.

We are raising three varieties of berries this year, Howard, New York, and Heritage. We like New York best for our own use, because they are the sweetest berry grown. We have always had fine success with your berry plants. We had Premier or Howard 17 of you last year.

ELEANOR U. BROOKS.

Extra Early Varieties

PREMIER (Howard 17)

Practically all the good things that can be said about any variety of strawberries have already been said about Premier, and all we can do now is merely to repeat things we have said before and to emphasize the fact that each year's experience in growing this wonderful variety only adds to its reputation as the money-making king of all early strawberries. It is, in addition, the best early berry for the home garden. As you read the testimonials throughout this catalogue, just notice how many of them name Premier as the basis of their satisfaction and profit in growing strawberries. Here's a list of some of the good points about Premier:

1. **Soil.** Premier deserves good soil and good care, but it will do well on any kind of soil and in any climate, outclassing other early berries whether given good soil and good care or grown under unfavorable conditions.

2. **Productiveness.** The plants are immensely productive, ripening early and bearing through a long season. No variety yields more quarts per acre. This is especially important where land is limited and a maximum quantity of fancy berries desired.

3. **Growth.** Premier makes an abundant plant growth for a good fruiting bed, making a plentiful number of nice strong plants rather than great numbers of small, weak ones which require extra labor in thinning and hoeing.

4. **Appearance.** The berries are beautiful in appearance, having uniform shape and a glossy, rich, red color, extending clear through the berry.

5. **Attractiveness.** The berries have a bright green cap which stays green to the end of the season even in dry weather. This is not oversize, but just right to add the proper touch of beauty to the fruit. This added attractiveness makes for a larger selling price.

6. **Quality.** The berries are delicious in quality, equalled only by the very best ones like Chesapeake, Wm. Belt, McAlpin and Big Late.

7. **Firmness.** Premier berries are firm enough to stand shipment to distant markets in good condition. We have heard buyers at local shipping stations condemn Premier as being a poor shipper, saying it did not ship like Klondyke, and in a few minutes later, when a load of nice Klondyke and another of nice Premier drove through the auction market, these same buyers would pay from 25c. to \$1.00 per crate more for the Premier. If kept picked up closely, Premier will come through a wet season with flying colors.

8. **Picking.** Premier is a fancy early berry which makes it easier for commercial growers to get pickers at the first of the season and keep them for late varieties, than if there were less desirable early berries, or none at all.

9. **Frost Proof.** Premier is the nearest frost-proof of any variety we have ever seen. It has demonstrated this in several seasons in this section where late frosts have destroyed all or a large part of the crop of other varieties, even the late varieties, all except Chesapeake. We get reports every year from our customers in one section or another where the same thing has been true. Premier takes a lot of the **if** out of strawberry growing. If you give them reasonable care, you are practically sure to get a good crop of fruit regardless of the weather. In many sections where formerly early berries were not profitable because of late frosts, they are now growing Premier for early and finding it just as good or better for making profit than the later varieties.

10. **Size.** Premier berries are of large size and hold their size well throughout their long bearing season. As every strawberry grower knows, this is an important factor in getting a good price.

11. **Healthy Foliage.** For any variety to produce a big crop of berries, healthy foliage is essential. Premier and Chesapeake have the healthiest foliage of any two varieties we are growing, and this we believe is largely responsible for their outstanding success as profit makers. Premier will, of course, have more vigorous, greener foliage on rich, well fertilized land, but even on poor land or wet land Premier practically never has the leaf spot and rust, which is so destructive to many other varieties under similar conditions.

12. **Profit.** If you are going to raise strawberries at all, you cannot afford to leave out Premier. If you can make any profit at all from most other varieties, you should be able to make good profits with Premier. Price-list, page 35.



Premier, the king of profit makers.

WANTS MORE PREMIER

Greenup Co., Ky., April 10, 1927.

I got my strawberry plants yesterday and they look just fine. I want to set them out tomorrow and have decided to order a thousand more Premier. If you are out of the kind I ordered, send the next early kind you have, but Premier is what I had rather have.

ELBERT FRAZIER.

HOWARD 17 (Premier)

This variety is identical with Premier. We said so quite a number of years ago, but now all growers of any standing recognize the fact. There also seems to be little doubt that this variety was originated by Mr. Howard in New England, but that he did not keep all of the plants under his own control in the first years of the variety. Consequently, it has been introduced both as Premier and Howard 17. Most New England growers and many growers in other sections feel that in justice to Mr. Howard it should still retain his name. However, under whatever name the variety is bought or sold, it is the best early berry in the world. For full description, see under Premier, pages 18-19. Price-list, page 35.

RED GOLD. Introducer says, "Red Gold is a strawberry that has every good feature of the Premier with a few more of its own added for good measure. Red Gold ripens a week earlier than Premier, and this is undoubtedly its greatest single outstanding feature."

We had such a demand for this variety last year, mostly in small lots, from those wanting to try it out that we left only a very small plot to test the fruit. It may be that a larger and more complete test will make the variety show up to better advantage, but as compared with Premier, our small test showed the following: About as early as Premier, but no earlier, fully equal to Premier in vigor of plant growth. Very productive, but not as productive as Premier. Berries about equal to Premier in quality, but not as attractive in appearance. Red Gold would be a most valuable variety if we did not have Premier. Our recommendations, therefore, would be not to bank too strongly on this variety being a week earlier than Premier, because it certainly did not show that way with us in a small test. We have a large stock of plants and have made the price very reasonable so anyone who has tried it out and wants to plant more can do so without much danger of going wrong, because it is a good variety. Price-list, page 35.

EVERY PLANT LIVING

Essex Co., Mass., May 8, 1927.

I am writing to thank you for the return of the stamps and to say that we were very much pleased with the plants. Everyone, so far, is living. We have one large bed of the other kind, but thought we would like to try the everbearing kind as we have heard so much about them. Hope to have good luck.

PARKER W. HITCHCOCK.

THE BEST VALUE IS IN DEPENDABLE PLANTS AT A FAIR PRICE

Henderson Co., Ky., April 29, 1927.

Some days ago I received your shipment of berry plants, and have them all planted. They have the finest roots of any plants I have had. I don't think I lost more than a half dozen plants out of the entire lot of 700 plants. A large acreage is being planted in this county. Have recommended your plants to them, but they are buying cheaper stock, and I think will lose heavy in bad plants.

R. S. EASTIN.

A LETTER LIKE THIS MAKES US FEEL THAT OUR EFFORTS ARE WORTH WHILE

Jefferson Co., Ky., Mar. 31, 1927.

Please send the plants right away. I have been buying plants from you for a long time, and always got the best and true-to-name. I will never buy anywhere else, for no one can do as well anywhere else. Inclosed find check for plants.

W. H. BULER.

PLANTS SET OUT AND LOOKING FINE

Decatur Co., Ga., Feb. 28, 1927.

Replying to your letter of Feb. 19th, wish to advise that the plants ordered from you arrived in first class condition, and were immediately set out and are looking fine. I thank you for your promptness in making shipment.

THOMAS W. MOORE.

SAFE AND SOUND TO NOVA SCOTIA

Deep Brook, Nova Scotia, April 20, 1927.

Plants arrived yesterday all safe and sound. Many thanks for sending such good count.

MISS JESSIE G. CARTY.

Medium Early Varieties

COOPER. We think more of Cooper every year. Was given a tremendous boost by the introducers and other plant growers when first sent out, but it did not show up that well with us. However, with different conditions it has shown a little better every year. The plant growth of Cooper is very vigorous, making a moderate number of large, strong plants rather than tremendous numbers of smaller ones, altho on very rich land when the weather is favorable, they will get a little too thick if not kept thinned. Under favorable conditions, Cooper is the largest good early berry that we have. It will average even larger than Premier, is very fine in quality and handsome in appearance. It is excellent for local market or nearby shipment, but not for shipping long distances. Cooper's main value, we believe, will be to growers who have a good local market and want a berry somewhat larger than Premier, otherwise we cannot see why it should replace Premier for main crop berry of this season. When planting Cooper, avoid land that is very wet. We have a nice stock of large, strong plants, the best we have ever grown of this variety. Price-list, page 35.

DR. BURRILL (Sen. Dunlap). This variety is either identical with Senator Dunlap or so near like it that there is absolutely no reason for growing them as separate varieties. In some berry catalogues you will find the two varieties described and listed separately, but the only actual difference is that if bought as Dr. Burrill you pay a dollar or two more per thousand for the plants. For full description, see under Senator Dunlap, on this page.

KLONDYKE. Is the leading market berry in many sections of the South. Klondyke with Missionary, early, and Aroma, late, are probably the three most generally grown berries in the South, altho Premier is gradually becoming a favorite as far south as North Carolina and Tennessee. Klondyke berries ripen evenly all over, are round in shape and are very solid so that they will stand shipping long distances and get into market in almost perfect condition. The flavor is slightly acid, but this, with the uniform shape and firm texture of the berry, has made Klondyke a favorite with those who make a business of canning and preserving. The greatest weakness of Klondyke is that it is not very productive and that the berries tend to run down in size toward the end of the season. However, it seems to be generally true that a bed of Klondyke the second year will produce more berries and better berries than the first year. Chesapeake is another variety which seems to be fully as good the second year as the first. Many growers who have grown and shipped Klondyke profitably for years will still want to rely on it, chiefly on account of its firmness. Price-list, page 35.

MISSIONARY. Leading berry in Florida and popular in other Southern States. Missionary will do well on almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart in quality, and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. Price-list, page 35.

SEN. DUNLAP (Dr. Burrill). A vigorous growing variety that under good growing conditions should be kept thinned to get the best fruit. It is easy to get a good fruiting bed and the plants always bear a heavy crop of fruit. The berries are medium in size, bright, rich red clear through and fair in quality. As a producer, Dunlap ranks with Premier, Big Late, Haverland and Paul Jones. The blossoms are perfect. Dunlap covers about the same season as Premier and we prefer Premier, but Dunlap still finds favor with large numbers of experienced strawberry growers and we have a nice stock of plants for those who want them. Price-list, page 35.

GOOD PLANTS—GOOD SHAPE—GREAT COUNT

Received the plants in good shape. Thanks for your good count and also for the Chesapeake.
When in need of plants will order of your firm.

Ross Co., Ohio, April 14, 1927.

OTTO GANT.



Big Joe grows, tastes, looks and sells fine.

Mid-Season Varieties

BIG JOE (Joe Johnson) (Joe)

No mid-season berry that we have ever grown comes as near to being a worthy running mate for Premier, the best early berry, and Chesapeake, the best late variety, as does the Big Joe. This variety does well on all types of soil, but, like most others, responds quickly to good care and fertility. When grown for local

or nearby markets where the shipping distance is not too great, Big Joe is one of the best money-makers we have. Locally, it comes in with fine, large, handsome berries just as many of the early varieties are beginning to run down and brings a premium of a dollar or two per crate on anything then being offered. The plant is a vigorous grower, very healthy and very productive. The berries are large in size and have a large, bright green cap which increases their attractiveness. They also are very fine in quality. Market gardeners who retail their berries, those who sell at the farm or on roadside markets, or, in fact, anyone who can get a premium for large, handsome, high-quality fruit, should include Big Joe in their plantings. The blossoms are perfect, which makes it valuable to plant with such varieties as Haverland, Paul Jones, Big Late and Sample. A selection of Premier, Big Joe and Chesapeake for early, medium and late would be a definite step in the right direction for getting pleasure and profit out of your strawberry patch. Price-list, page 35.

EATON. A good mid-season variety which, for some reason, has not become popular with many growers. We do not like it as well as Big Joe, but in sections where late frosts are very bad and Big Joe has been caught, some growers have wanted another mid-season berry. In such cases, Eaton and Big Late are the logical berries to try out. As compared with Big Joe, Eaton is not quite as strong a grower, not quite as large or handsome, but somewhat more productive and somewhat firmer. The berries are irregular in shape and dark red in color. Premier covers a very long season and we find a good many growers are planting only two varieties, usually Premier and Chesapeake, depending on Premier for mid-season as well as early. However, Eaton is well worth a trial. Price-list, page 35.

GLEN MARY. Old standard variety, well and favorably known to many commercial strawberry growers in the North. A vigorous grower, producing large crops of good-sized, irregular shaped berries. Glen Mary has many times produced as much as 10,000 quarts per acre under good conditions. It does not do well in the South on account of leaf spot or rust. Price-list, page 35.

HAYERLAND. Is one of the best of all the old standard varieties. There are very few that equal it in productiveness. The blossoms are imperfect and exceedingly hardy, making it very desirable where late frosts are likely. We have found Big Joe and Eaton the best varieties to plant with Haverland as pollenizers. The berries are large size, long conical in shape, rather light in color and firm enough to stand shipment moderate distances. The plants should be well mulched if possible, as the fruit stems are not able to hold the great crops of berries off the ground. This variety has proven very profitable with many customers. One customer tells us that he regularly makes over a thousand dollars per acre growing Haverland, because of its great productiveness and because the berries sell at a premium over other varieties on his market. Haverland is mostly grown by experienced strawberry growers. We have a fine stock of plants for them or any others who want to try it. Price-list, page 35.

PAUL JONES. Vigorous plant grower and very productive. Berries medium in size, long, conical in shape and dark red in color. The berries are fairly firm in texture and of medium quality. Paul Jones will produce tremendous crops of fruit, probably more than any variety we have except Premier. In spite of this, however, we believe the greatest satisfaction and profit is to be had with the larger, firmer berries such as Premier for early, Big Joe for mid-season and Chesapeake, Big Late or Wm. Belt for late. We have a nice stock of Paul Jones plants and they sure do bear. Price-list, page 35.

THE "AD" WAS TRUE AND SO ARE THE PLANTS

Berry plants are here. They look fine. I got the "ad" representing your berry plants from one of the five or six magazines which I read. It is an honest paper. I took it for granted that your "ad" was true and honest. I surely was not misled. Your berry plants are as good as any I have ever bought, and their condition was wonderful.

Carroll Co., Ill., April 13, 1927.

ALLEN P. SWORD.



More good plants for our customers (taken September, 1927).

Late Varieties

CHESAPEAKE

Chesapeake will outship and outsell any other strawberry grown. We believe it to be the best fancy late berry ever introduced, and is, so far, the only worthy running mate for Premier we know. Some of the reasons why we like Chesapeake:

1. **Appearance.** The berries are handsome in appearance because of their large size, beautiful, rich, red color, glossy surface, uniform shape and bright green cap.

2. **Size.** The berries are very large and hold their size well to the end of the season. In this respect, it is the best berry we ever saw, even beating Premier in this particular.

3. **Quality.** Chesapeake is delicious in flavor. Only a few of the very best varieties like Wm. Belt, Big Late and McAlpin equal Chesapeake in quality.

4. **Firmness.** The berries are firm enough to stand shipment to distant markets. In fact, they will ship better than any large berry we have ever grown. On our local auction markets, solid carloads of Chesapeake will often bring \$2.00 or \$3.00 per crate of 32 quarts more than any other variety except Gandy, which sells with Chesapeake.

5. **Growth.** The one weakness of Chesapeake is that it is sometimes difficult to get sufficient plants for a good fruiting bed. Unlike Premier, which will do well on all types of soil, rich or poor, Chesapeake needs land that has been well manured and it needs good care. Given these, it will produce enough strong, heavy-rooted plants for a good fruiting bed. Chesapeake produces a medium number of large, strong plants rather than great quantities of smaller ones. It is hard to get great numbers of plants. That is one of the reasons why many plant men do not push this variety, and the plants for the same reason can never be cheap as compared to free-growing varieties, but the results are well worth paying a little more in order to get true-to-name Chesapeake.

6. **Healthy Foliage.** Next to Premier, Chesapeake has the healthiest foliage of any variety on our list. During the very wet picking season of 1924, Chesapeake and Premier were the only varieties we had that were almost entirely free from rust. They both produced a fine crop and were the only ones that did. Big Joe and

Big Late ranked up well among all the other varieties in condition of the foliage and crop produced.

7. **Frost-proof.** Chesapeake is almost frost-proof. Premier, an early variety, withstands frost on account of its very hardiness and the fact that the plants keep right on producing blooms after many have been killed. Chesapeake, a late variety, almost always avoids frost because it blooms very late, later than other varieties of the same season.

8. **Productiveness.** The plants are very productive. They do not set enormous numbers of small berries, but they do set plenty for a fine crop, and for this reason they can size them up better and hold the size throughout the season better than if large numbers of small berries were set, which are never sized up.

9. **Profit.** Chesapeake is one of the most profitable late varieties you can grow, and it is equally valuable in the home garden. Being a fancy berry, large in size, high in quality, and handsome in appearance, Chesapeake will sell for top prices when the demand is good and sell at profitable prices when many other varieties will hardly sell at all. We are the introducers of Chesapeake and have them absolutely true-to-name.

We have a nice stock of fine plants, but the demand for Chesapeake is always heavy, so let your orders come along as soon as possible, and we will reserve as many as you need. Price-list, page 35.

AROMA. Probably the leading late shipping berry in the South; a favorite in many sections of the North. The plants make a vigorous growth. They are very productive and the berries are of uniform shape, light red in color, and have a bright green cap which makes them very attractive. They stand shipment well and are fairly good in quality. The blossoms are perfect and will pollinize Sample, Big Late, Haverland and Paul Jones satisfactorily. Aroma has been and still is one of the most profitable late berries to grow. We recommend it especially to those whose soil does not quite seem to suit Chesapeake and to growers who know it to be a money-maker for them as it has been with so many others. Price-list, page 35.

BIG LATE. Given berries of same size, we believe Big Late to be the most handsome berry we have ever seen. Surface of the berry is a bright glossy red, very shiny. The bright yellow seeds are quite prominent and the medium size, handsome green cap makes the berries very beautiful. The perfect strawberry shape and their uniformity enhance this beauty. In quality, the berries stand at the top, only varieties like Chesapeake and Wm. Belt being equal to it. In productiveness, Big Late ranks at the top with Premier, Haverland and Paul Jones. The plant growth is very vigorous and quite healthy, in fact, as good as any except Premier and Chesapeake. The blossoms are imperfect and should be fruited with some good variety like Big Joe, McAlpin, or Aroma, altho we believe Premier or Dunlap will bloom long enough to fruit it satisfactorily also. Big Late certainly stands at or near the top in every respect and deserves to be grown even more widely than it is. Price-list, page 35.

BOOSTER. Introducers say of this variety: "In our opinion Booster is the best strawberry the world has ever known. The plant is large and vigorous. The bloom is perfect. The berries are round and smooth, large uniform size. Color brilliant crimson extending to the heart. As a table berry, it has few equals. Its canning qualities are unusually good. The firm texture of the berry preserves its shape. For the same reason it is an excellent shipper."

Last year we had a small stock of plants and a big demand, so that we were unable to try it out only in a small way. From that trial we would say that Booster is a vigorous grower, very productive, perhaps a little more productive than Big Joe. The berries are round and smooth, of fairly large, uniform size and color brilliant crimson. The quality was good, but not as good as Big Joe, and lacking a great deal of being equal to Chesapeake, Big Late and Wm. Belt. The berries appeared to be fairly firm and would probably ship well. Our opinion is



Burgess, showing great promise as a fancy late shipping berry.

that Booster is a fine new variety well worthy of introduction and propagation, but it has got to show us considerably more before we can agree with the introducer that it is the best strawberry the world has ever known. Try some. Price-list, page 35.

BURGESS. Originated by an Alabama grower a few years ago. Claimed to be a seedling of Aroma and better than Aroma in every respect. That is certainly high praise because Aroma is a fine old variety. Our experience shows that it is even more vigorous as a plant grower, is equally as productive and the berries are larger. They are almost as firm as Aroma, darker in color, altho not quite as uniform in shape. We consider Burgess especially valuable to grow as a fancy late berry where the soil does not quite suit Chesapeake. Price-list, page 35.

GIBSON (Parson's Beauty). If the number of times a plant has been introduced is any indication of its worth, Gibson certainly should be good because to our knowledge it has been grown as Parson's Beauty, Pocomoke, Sussex and Great Scott. Gibson is a very valuable variety. The plants make a vigorous growth, are very productive and bear through a long season. The berries are medium in size, dark red in color. The quality is fine. The deep red color together with the fact that the cap or hull parts easily from the berry makes them very popular for canning. Gibson is not a shipping berry, but for home garden or local market it is very valuable in many sections altho our own preference in late varieties would be Chesapeake, Big Late, Aroma or Burgess rather than Gibson. We have a nice stock of plants for those who know and prefer this fine old variety. Price-list, page 35.

LUPTON. Fancy late shipping berry that has had its greatest popularity in New Jersey. It is also being grown in many sections where difficulty is had in getting a satisfactory bed of Chesapeake. The berries are just as large as Chesapeake, ship practically as well, and, like Chesapeake, are very attractive in ap-

pearance. The quality is only fair. Altho our own preference would be for Chesapeake, Lupton surely does bring the money and it is gaining new friends every year. We have the best stock of Lupton plants we have had for several years. Price-list, page 35.

McALPIN. Very vigorous grower which must be kept thinned for best results. Will make a satisfactory plant bed and grow a good crop of fruit on light, poor land, altho it responds wonderfully to better land and greater fertility. The berries are medium in size, bright scarlet in color and unexcelled in quality, equalled only by Big Late, Chesapeake and Wm. Belt. After a heavy rain during picking time, McAlpin will have less sand and dirt on the berries than any variety we have. If kept thinned, McAlpin will make a vigorous growth and produce a good crop of nice berries, altho the foliage tends to rust badly during a wet season. Price-list, page 35.

NEW YORK. Is the sweetest strawberry grown. The plant is a vigorous grower. The foliage is very healthy and the plants are quite productive. The berries are medium to large in size, dark red in color, and as stated above, the sweetest strawberry grown. It is the only strawberry we know that is sweet before it gets ripe. It is a favorite with many for the home garden. We have many calls for New York from those whose health does not permit them to eat berries which are in any way tart or acid in quality. Price-list, page 35.

NICK OHMER. Vigorous growing late variety most popular in California and parts of South. Berries are very handsome, resembling Aroma somewhat, but better in quality. The blossoms are perfect. We usually sell our entire supply of this variety to California growers in the fall and winter months, so if you want to try it, get your order in early before they are sold. Price-list, page 35.

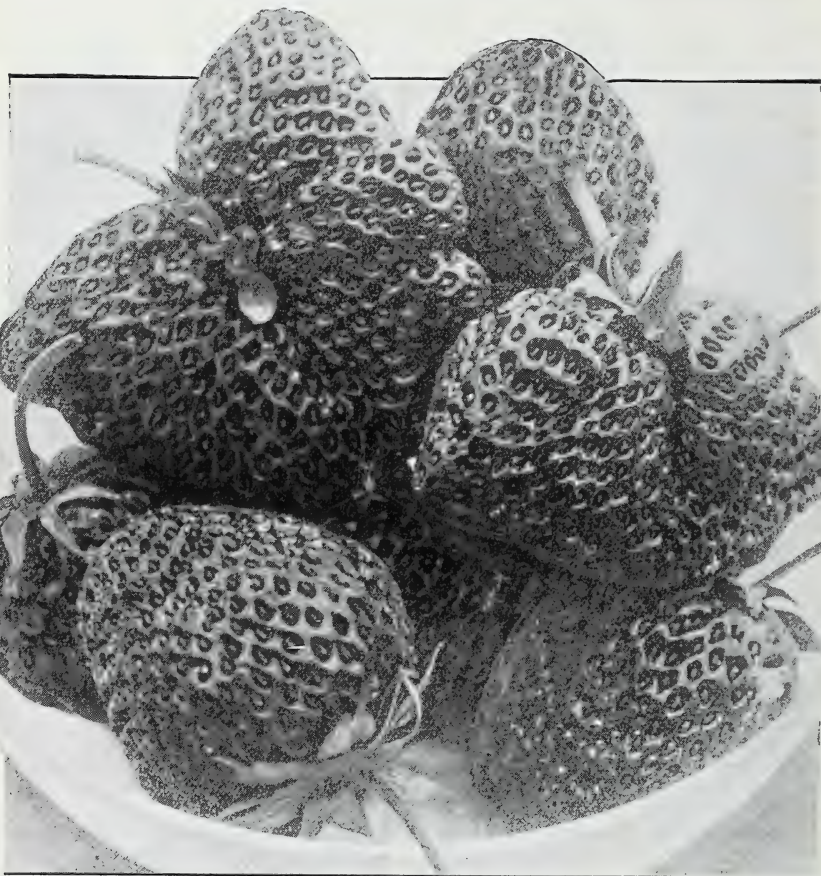
SAMPLE. This is another old variety which has stood the test of time and is still ranked by many as the best late strawberry grown. The berries are uniform, bright red in color, large in size, very fine in flavor and attractive in appearance. They are not real firm, but for local or nearby market, Sample has proven a money maker for many growers. It is enormously productive and does well on a wide range of soils. It seems to be most popular in the Middle and Northern States. It is very hardy and nearly always produces a crop. The blossoms are imperfect and should be planted with Big Joe, Eaton, McAlpin or Aroma. Many growers still get fine results from Sample and will continue to grow it. We have a fine stock of plants for them. We would prefer Big Late, but, realizing as we do how much different climate and soil can influence varieties, we can readily see why many still continue growing Sample. Price-list, page 35.

WM. BELT. On most markets, size and appearance of strawberries determine the selling price, but where quality is counted in addition to large size and handsome appearance, Wm. Belt should be grown. This variety is the standard of excellence for quality. The berries average large in size, somewhat irregular in shape as shown in the picture, but they have an attractive cap and the berries themselves are a bright, glossy red which makes them very handsome. This variety does best in the Middle and Northern States, and whether used in the garden, for local market, or nearby shipping, Wm. Belt is a friend to the strawberry grower and, on account of its quality, an even better friend to the strawberry consumer. Many growers are using Wm. Belt to extend the season after Chesapeake, or to take its place where they have tried Chesapeake and found the land not suited to that variety. When grown in the home garden or for local market where real eating quality is appreciated, Wm. Belt should not be left out. Price-list, page 35.

PLEASED WITH PREMIER AND CHAMPION

Clarke Co., Va., Feb. 11, 1927.

Just want to tell you we were so much pleased with the 650 Premier plants and 50 everbearing, we received from you in 1923. In 1924 we gathered 750 quarts, the following year 1,000 quarts, and last year 1,000 quarts. They sure were fine. A great many people asked the name of the berries and where they came from and for your address. MRS. C. A. HELVESTINE.



Wm. Belt, unsurpassed in quality.

ALASKA

I received the strawberry plants. I thank you.

Windham, Alaska, April 30, 1927.

D. W. YATES.

PLANTS CLEAN AND PRETTY

I received the plants, and they were very clean and pretty. I was much pleased with them.

Anne Arundel Co., Md., Mar. 16, 1927.

JAMES CRIST.

PLANTS LOOK NICE

The 3,000 plants I got from you some time ago look nice.

Kent Co., Del., May 11, 1927.

CHARLES ZELLMAR.

PLANTS O. K.

I received the plants all O. K. and in fine condition. Thank you very much.

New Castle Co., Del., May 3, 1927.

T. C. PRICE.

THE MAIL-MAN KNEW

Hunterdon Co., N. J., April 5, 1927.
I am writing to let you know I received the plants all O. K. The mail-man said when he handed them to me, "they are nice and green, and that your firm was a good place to send for plants." I thank you for the prompt shipment. When I want more plants, I will send to you for them.
H. R. ANDERSON.

RECEIVED IN GOOD CONDITION

Atlantic Co., N. J., April 21, 1927.
Received plants in good condition on Monday. Thank you very much.
MRS. H. KLOTZ.

PLANTS LOOK FINE

Burlington Co., N. J., May 13, 1927.
Your strawberry plants were received in good condition and they look fine, no longer than they have been out.
SAMUEL LAMB.

GOOD CONDITION

Union Co., N. J., April 8, 1927.
Strawberry plants received in good condition.
MARY E. YOUNGS.

FINEST PLANTS HE EVER SET

Hunterdon Co., N. J., Feb. 14, 1927.
Will you please send me your prices on strawberry plants, as I want to set some in the spring. The plants I got of you three years ago were the finest I ever set, 397 grew out of 400 plants. Don't you think that's good enough?
WM. H. MILLHAM.

NICE PLANTS

Mecklenburg Co., Va., Mar. 28, 1927.
Please accept thanks for my nice strawberry plants.
MRS. H. H. MAYNARD.

PROMPT SHIPMENT MAKES POSSIBLE TIMELY SETTING

Botetourt Co., Va., Mar. 22, 1927.
The strawberry plants ordered from you have been received. They reached me in good time and in nice condition. I set them out at once and think they will get a good start before the hot, dry weather sets in. I wish to thank you for getting them to me so promptly. The returned stamps came yesterday. Thank you.
A. B. HOYLMAN.

FINE HEALTHY PREMIER PLANTS

Elizabeth City Co., Va., April 12, 1927.
A few lines to let you know I received the Premier berry plants in A-1 condition, and I was some pleased with your fine, healthy looking plants. I told my wife when I opened the shipment that they were some husky berry plants, and she said they were the best she ever saw.
JOHN C. WATSON.

Very Late Varieties

GANDY. This variety for years has ranked as leader among fancy late shipping berries. If Gandy were only a little more productive, it would continue to hold a place at the very top. Gandy likes black, swampy land or springy land that is not too sandy. We believe Gandy is the only late-shipping berry that equals Chesapeake in size, attractiveness and shipping qualities. It usually sells about with Chesapeake, but is not as good in quality and not as productive. This would be more important on a local or nearby market. Gandy is a good grower and it is no trouble to get a good fruiting bed. Price, page 35.

OREM. This is the latest berry we have. Berries average large in size, are of good quality and handsome in appearance. They sell well because they come after all other fancy, late berries are past their prime. Many growers want Orem because it is so very late, but we feel that Wm. Belt is easier to grow, produces berries equally large and better in quality. It lasts almost as long, but not quite, as the Orem. Our stock of plants of this variety is fine in quality but limited in quantity. Price-list, page 35.

Everbearing Strawberries

Did you know that—

You can have plenty of fine, high quality strawberries in your garden this summer?

The best varieties of Everbearing strawberries will start producing plenty of fruit only a few weeks after the plants are set?

They will continue bearing from mid-season until freezing weather, often being found in good condition beneath the leaves after snow has fallen?

They are just as easy to grow as regular spring bearing varieties?

Every farm and suburban home where a little plot of ground is available for a garden should grow a few everbearing strawberries. Plants of the best varieties, under good conditions, will bear a quart or more for every plant set, and just a little work will enable every family to have fresh strawberries for use on the table, for strawberry shortcake and for the many other delicious ways in which strawberries are used. A few Everbearing plants should be included in every order.

It has been demonstrated to us a number of times against our own first judgment in the matter that Everbearing strawberries are a profitable commercial crop in many sections. Many of our customers have for several years been making good money from them. We know of one planting in this neighborhood where several hundred crates have already been shipped at a price averaging about \$4.25 at the farm for a 36-pint crate, and this with five or six weeks of the fruiting season still to go. We want to suggest in this connection that pint baskets be used rather than quarts, and in the instance we speak of regular six gallon peach crates are being used with three layers of berries, 12 pints to each layer. This really makes a fine crate for shipping these fall berries. We believe there is a good opportunity, especially in the Middle and Northern States, for a considerable extension of the Everbearing business in all sections where there are considerable numbers of people, not necessarily very large cities.

The one essential to growing Everbearing berries successfully is a good garden soil that will hold moisture fairly well even when the weather is dry. A very severe drought would check the yield of Everbearing plants considerably. If planted where they could be under irrigation or watered in other ways, commercial success with Everbearers would be more certain.

One thing that has probably slowed up the commercial and even the home garden development of Everbearing strawberries has been the large number of inferior varieties, as for example, the Superb and Americus. Superb is a good spring bearing variety, but as an Everbearer, while it produces a few large, fine, handsome berries, it does not produce enough of them to make it worth while.

Americus produced very high quality berries, but not enough of them. Varieties that we have tried out and, under our conditions, found to be not up to the standard we now have in Everbearers are as follows: Superb, Americus, Peerless, Rock Hill, Perfection, Ideal, Lucky Boy, Jewel, Kasota, and others. They are all inferior to Progressive, Champion and Mastodon. We want our friends to grow only the best, and we believe fully that the best so far available in Everbearing varieties are the three mentioned.

PLANTS ALL RIGHT

I received the strawberry plants all right.

St. Clair Co., Ill., April 2, 1927.

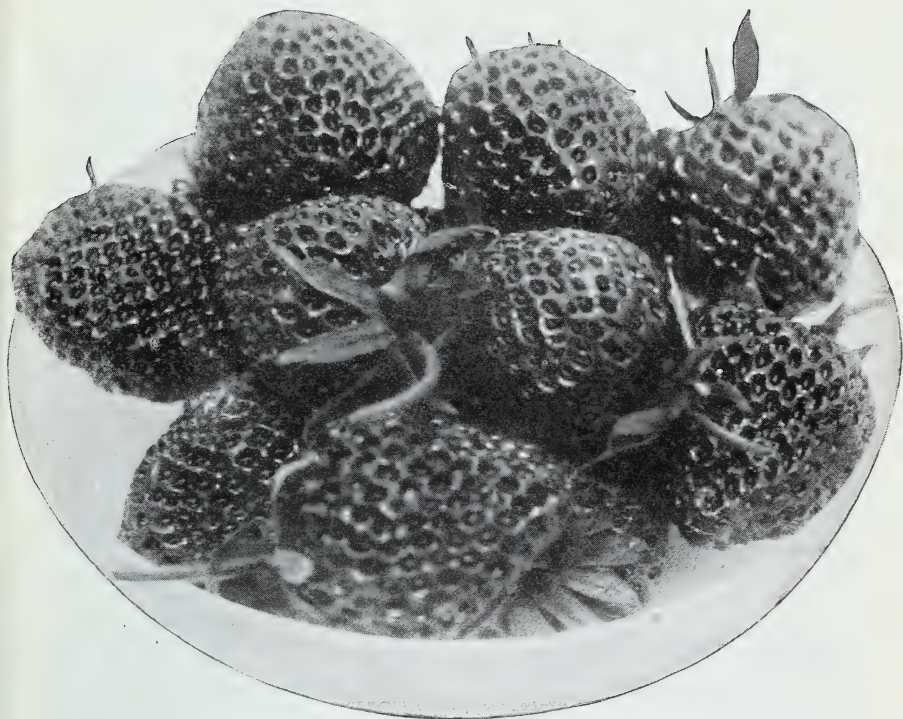
WM. R. McBRIDE.

HE LIKES OUR ASPARAGUS ROOTS

Whiteside Co., Ill., April 18, 1927.

Enclosed find money order for \$12.00 for which please ship at once, by express, 2,000 Mary Washington asparagus roots, one year old. Just got the 6,000 plants I ordered some time ago, which were the best and largest roots I ever bought. Did not have enough to plant out my bed. Strawberry plants came through in fine shape. Please send me as good roots as my other order and give this your prompt attention.

JAMES FORDER.



Champion bears lots of good berries in late Summer and Fall.

PROGRESSIVE

The first Everbearing variety that bore enough berries to really make it worth while. Progressive is a good grower and very productive. The berries are of medium size, a rich red clear through, and excellent in quality, fully as good in this respect as most of the spring bearing varieties. You do not have to sacrifice quality when you eat everbearing strawberries. The blossoms should be kept picked off Progressive as well as the other varieties until about July 10th, then within a short time you can commence picking berries and have some all along until freezing weather stops them. Price-list, page 35.

CHAMPION

Champion is claimed by many growers to be the real champion of all the Everbearing varieties. It is very similar to Progressive, both in plant growth and in size, appearance and quality of the fruit. The indications are that the varieties are identical, but it has been claimed consistently by some growers that Champion is more productive than Progressive. We have the Champion stock true-to-name and certainly it would be impossible to go wrong in planting this variety either for home use or for market. Growing side by side with Mastodon in a commercial planting, we have found that the Champion commences to ripen earlier and bears more berries than Mastodon, altho they do not average quite as large. We have a nice stock of Champion plants. The yield of berries is high, the quality fine, and the price of the plants reasonable. Try some. Price-list, page 35.

MASTODON

A tremendous amount of advertising was given Mastodon last year, and we believe that it deserves a great deal of praise, altho not as much possibly as some of the extravagant claims that have been made for it. The plants are not quite as productive as Champion, altho much more productive than any large fruiting Everbearing berry that has ever been put on the market. The plants do bear, and late in the fall nice clusters of fine berries can be found down through the leaves even on the young plants. The plant is fully as vigorous as the Champion, making a broad leaf spreading type of foliage rather than an upright growth like Champion. This fact probably accounts for Mastodon being such a good producer of nice berries for so late in the fall. These broad leaves give the fruit clusters protection from the frost, light freezes and snow. The size of Mastodon together with its productiveness will probably make it more valuable for commercial purposes. Mastodon is not as good in quality as the Champion, but the size and appearance of the berries will make it sell for good prices. We have a very nice stock of Mastodon plants, but the demand gives promise of being heavy, so we advise you not to wait too long before ordering. Price-list, page 35.

RESULTS THAT SATISFY. LIKES ALLEN'S PLANTS BEST

Floyd Co., Ind., Feb. 28, 1927.

Enclosed find order for some strawberry plants. Mr. Allen, I sure was well satisfied with the plants received from you in 1925. We had a good crop last year. They were the best plants I ever received from any firm. I have bought plants from other firms, but will say yours beats them. All of yours are true-to-name and good count. They were all packed good and the best plants I ever saw. I sure can recommend you above all others for good plants. I think I got about 2,000 plants from you in 1925 and I don't think I lost over one dozen in the whole lot.

F. L. WATKINS.

NORTH OR SOUTH, ALLEN'S DEPENDABLE PLANTS EXCEL

Howard Co., Ind., Mar. 30, 1927.

It might be of interest to you to know my experience as a strawberry grower. I was advised not to send south for plants, but to send north. I did so for the bulk of my plants. When they arrived they looked as if they were cellar-stored or so near winter-killed they had no life in them. But I set them very carefully, but some never grew and some grew awhile and died. When fall came, I found I had raised enough of each variety to reset the following spring, so I lost one year of labor and one crop. Had it not been for the 2,500 Allen's plants, my first year would have been a failure as a berry grower. But they sure had the life in them for they arrived when it was very wet. I had to mud them in for 10 days before I could transplant them, but I never lost a single plant. I found that every plant was true-to-name, and the Premier more than you claimed for them, so it is needless to say that I am for the W. F. Allen Company when in need of plants.

WILLIAM GOLDING.

GOOD PLANTS AND GOOD TREATMENT BRING ORDERS AND MAKE FRIENDS

Boone Co., Ind., Jan. 29, 1927.

I have grown a number of different varieties of your plants, but Premier beats all of them. I have bought plants for over 30 years and all I have bought came from your farm. Good treatment is the cause of it.

J. H. GORDON.

THANKS FOR EXTRAS

Suffolk Co., N. Y., June 20, 1927.

In March I received from you 50 Premier strawberry plants and 50 Champion everbearing strawberry plants. Thanks very much for the extra ones.

HARRY A. SNYDER.

Asparagus Roots—Mary Washington

Washington asparagus is generally recognized to be the best variety—and Mary Washington the best strain of that variety. Leading asparagus growers say that it starts earlier, produces more and larger stocks, possesses the highest rust-resistance and will net more money per acre or more satisfaction in the home garden.

We have a nice lot of well grown, 1-year old Mary Washington roots which we are offering at \$1.00 per 100, \$2.00 per 250 and \$6.00 per 1,000.

Instructions to Purchasers

Order at once, as soon as convenient after receiving this catalog. Late in the season we may be sold out of some varieties, but if ordered early the plants are reserved for you, to be shipped at proper time for planting. Read "Time to Plant," page 10.

Remit by Money Order, Registered Letter or Bank Draft. Postage Stamps will be accepted for the fractional parts of a dollar, the larger denominations preferred. Foreign customers will please send Money Orders on Salisbury, Maryland, or Bank Draft payable in New York.

Write Plainly. Fill in all blanks on the sheet, as they are necessary for proper shipment, especially your name and address. When writing in reference to an order, give its number and give your name the same as was sent on the order.

Time of Shipment. We commence to fill fall orders Nov. 1st, and ship all winter to sections where the conditions are suitable for fall and winter plantings, as in California and some parts of the South. Early spring, March and April, is by far the best time to set strawberry plants in the Middle and Northern States. **Our shipping season ends May 1st. We will, however, fill a limited number of orders in the first and second weeks of May, and put them in the best possible condition, but at purchaser's risk.** It is very important to have your plants shipped early. Read on page 10, under "Time to Plant." The reason your plants should be shipped early in the season is that plants are dormant and will stand digging and shipping much better than after growth has started. Don't order plants from us during the summer months, excepting orders to be filled before the first of November. Our plants are not ready and we can't do it. We don't grow potted plants.

On Receipt of Plants. Where the climate is not so severe, place the package containing the plants in a cool place, protected from wind and sun, at once on arrival. Be sure to keep the roots moistened while planting. If it is impossible to set the plants as soon as received, take them out of the crates and bed them in, by digging a V-shaped trench in soft, moist soil, preferably in the shade; open the bunches of plants and bed them in the trench by pressing the soil firmly to the roots, being careful not to cover the buds or crowns. Water thoroughly as soon as bedded.

Twenty-five. All plants are tied twenty-five in a bundle and each bundle labeled.

Packing. We make no charges for boxing or packing at rates quoted in this catalogue. Everything is delivered f. o. b. trains at rates named.

At Purchaser's Risk. All plants ordered shipped after May 1st will be packed and shipped in the best condition possible, but at purchaser's risk.

True-to-name. While we use every precaution to have all plants true-to-name (and we believe we come as near doing this as anyone in the business) we will not be responsible for any sum greater than the cost of the stock, should any prove otherwise than as represented.

CLAIMS, if any, must be made on receipt of plants. Call for your plants as soon as they arrive. Protect plants from sun and wind until planted. We pack plants to reach you in good condition. We cannot be responsible for drought, floods, insects, after planting. These things are entirely beyond our control.

Should there be a shortage in your order, report at once number of packages and number of plants of each variety received. This will enable us to promptly adjust any discrepancy. Often the transportation company will separate a shipment and the balance of your plants will come in on the next train.

Set Plants Early

Experience has proven time and again that early setting of strawberry plants makes a tremendous difference in the growth of the plants. In seasons when the land you have available is not quite as good or well prepared as you would like, or when the weather for growing plants is unfavorable, early setting might well mean the difference between success and failure, especially if prices are low, and an even greater loss if prices are high.

Read on page 10 under "Time to Plant" of the big advantage we can give to Northern berry growers. At the time your Northern plant grower can dig his plants—you should be setting yours. We can have them there.

Value Received

Our prices are reasonable and fair for the quality of plants we send out. A dollar or two per 1,000 more for freshly dug plants that are carefully grown, dug, cleaned, graded, handled, straightened, bunched, labeled, moistened, packed and shipped, is not money wasted—nor is it a **saving** when you get plants where these things are done with a "slam-bang" or some of them not done at all.

Our plants are worth what we ask for them. So much so that we cannot give big discounts for ordering before a certain date. The price is the same all season—but it will help us to get your order off promptly and insure you getting the varieties you want if you will order early.

No Summer Shipments

Knowing that the results from summer and early fall planting are usually unsatisfactory, and having no plants suitable for setting that early, we make no shipments of Strawberry Plants in the Summer or Fall, until November 1st.

HOW TO SHIP

Express is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

Parcel Post. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and near-by States.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distances given below, or ask your postmaster.

With the zone rate published below, you can easily calculate the amount of postage to send. Be sure to send postage enough. If you should send more than is required, the excess will be returned. **If sufficient amount to pay parcel post charges are not sent with the order, the plants will be sent by Express collect, or by parcel post, C. O. D., for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.**

Zone	Miles	1st Pound	Additional Pound
1st.....	0 to 50.....	7 cts.....	1 ct. for each or fraction
2nd.....	50 to 150.....	7 cts.....	1 ct. for each or fraction
3rd.....	150 to 300.....	8 cts.....	2 cts. for each or fraction
4th.....	300 to 600.....	9 cts.....	4 cts. for each or fraction
5th.....	600 to 1,000.....	10 cts.....	6 cts. for each or fraction
6th.....	1,000 to 1,400.....	11 cts.....	8 cts. for each or fraction
7th.....	1,400 to 1,800.....	13 cts.....	10 cts. for each or fraction
8th.....	1,800 up.....	14 cts.....	12 cts. for each or fraction

Price List of Strawberry Plants

Description Page	Price Per 1000	Description Page	Price Per 1000
Extra Early Varieties		LATE VARIETIES—Continued	
18 Premier (Per).....	\$6.00	25 Big Late (Imp.).....	\$7.00
20 Howard 17 (Per).....	6.00	25 Booster (Per).....	8.00
20 Red Gold (Per).....	8.00	26 Burgess (Per).....	6.00
Medium Early Varieties		24 Chesapeake (Per).....	8.00
21 Cooper (Per).....	\$7.00	26 Gibson (Per).....	6.00
21 Dr. Burrill (Per).....	5.00	26 Lupton (Per).....	6.00
21 Klondyke (Per).....	4.00	27 McAlpin (Per).....	6.00
21 Missionary (Per).....	4.00	27 New York (Per).....	10.00
21 Senator Dunlap (Per) ..	5.00	27 Nick Ohmer (Per).....	6.00
Midseason Varieties		26 Parson's Beauty (Per) .	6.00
22 Big Joe (Per).....	\$6.00	27 Sample (Imp.).....	6.00
23 Eaton (Per).....	6.00	27 Wm. Belt (Per).....	7.00
23 Glen Mary (Per).....	7.00	Very Late Varieties	
23 Haverland (Imp.).....	7.00	29 Gandy (Per).....	\$6.00
23 Paul Jones (Imp.).....	6.00	29 Orem (Per).....	8.00
Late Varieties		Everbearing Varieties	
25 Aroma (Per).....	\$6.00	31 Champion (Per).....	\$8.00
		31 Progressive (Per).....	8.00
		32 Mastodon (Per).....	20.00

**IF LESS THAN 500 PLANTS OF A VARIETY ARE ORDERED,
Prices Must Be Carried Out According to the Following Table.**

**If the Correct Amount Is Not Sent, We Will Send Only
the Quantity of Plants You Have Paid For.**

If priced at	\$4.00 per 1,000	\$5.00 per 1,000	\$6.00 per 1,000	\$7.00 per 1,000	\$8.00 per 1,000	\$10.00 per 1,000	\$20.00 per 1,000
25 plants will cost....	\$.25	\$.30	\$.40	\$.50	\$.50	\$.60	\$1.25
50 plants will cost....	.40	.50	.60	.70	.80	.90	2.00
75 plants will cost....	.55	.70	.80	.90	1.05	1.25	2.75
100 plants will cost....	.70	.90	1.00	1.10	1.30	1.60	3.50
150 plants will cost....	.90	1.15	1.30	1.45	1.65	2.05	4.50
200 plants will cost....	1.10	1.40	1.60	1.80	2.00	2.50	5.50
250 plants will cost....	1.25	1.60	1.90	2.15	2.35	2.95	6.50
300 plants will cost....	1.40	1.80	2.15	2.45	2.70	3.40	7.25
350 plants will cost....	1.55	2.00	2.30	2.75	3.05	3.80	8.00
400 plants will cost....	1.70	2.20	2.60	3.00	3.40	4.20	8.75
450 plants will cost....	1.85	2.35	2.80	3.25	3.70	4.60	9.40
500 plants will cost....	2.00	2.50	3.00	3.50	4.00	5.00	10.00
1,000 plants will cost....	4.00	5.00	6.00	7.00	8.00	10.00	20.00

MASTADON
The great new everbearer



The **W. F. ALLEN CO.**

SALISBURY, MD.

